6th Geneva Engage Awards

ONLINE

Data analysis

The Geneva Engage initiative, launched by the Geneva Internet Platform (GIP) in 2016 with the support of the Republic and Canton of Geneva, and DiploFoundation, assesses the interplay between International Geneva and stakeholders worldwide which are impacted by the policies discussed and negotiated in Geneva. In this context, the annual **Geneva Engage Awards** aim to acknowledge the efforts of actors in International Geneva in social media outreach and engagement.

Geneva Internet Platform

Genève internationale
Peace, Rights and Well-Being

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Since 2020, the Awards have recognised efforts in developing effective and innovative approaches to conduct remote meetings. With the unfolding of the COVID-19 pandemic and the shift to online conferencing, online participation has become even more central to international Geneva in the conduct of its activities. While the rapid transition has been challenging, it has also brought new opportunities such as the increase of online engagement including that of diplomatic circles, remote communities, and targeted audiences.

The Awards consider the following three categories:

- International Organisations (IOs)[1]
- Non-Governmental Organisations and Non-Profit Organisations (NGOs)
- Permanent Representations (PRs)

To participate in the Awards, actors in the three categories need to be based in the Canton of Geneva.[2]

The analysis of social media outreach for the 6th Geneva Engage Awards was conducted from 1 January to 31 December 2020.

[1] In our analysis, we consider IOs to be international governmental organisations (IGOs), international non-governmental organisations (INGOs), and other international organisations with global representation.
[2] Refer to Annex I, II, and III, below for a complete list of actors in the three categories.

As sources of data for our analysis we have considered statistics on Facebook, Instagram, and Twitter accounts

For the statistical analysis, we first determined outliers in each category (both in high and low ranges) and used the capping of values in order to compensate for differences in the raw values (i.e. everything above value X has the maximum number of points).

After this step, we used a formula to calculate the ranking in the main array which assigns points for the individual parameter for each organisation. The final result is the sum of points from each category.

Indicators for our data analysis

Prerequisites for the analysis:

1. Multiplatform activity
2. Engaging content
3. Active engagement
4. Effective engagement
5. Growth

1. Multiplatform activity

Given the variety of social media platforms and the varying popularity of communication channels across regions, the analysis was conducted for actors that had an active Twitter account from 1 January 2020 onwards. Additional points were given to organisations with a presence on Facebook and Instagram.

The accounts were measured along the following groups of indicators:

- Number of followers and social media posts
- Activity on Twitter measured through engaging content, active engagement, and effective engagement parameters
- Relative growth of social media accounts
- Usage of Facebook and Instagram

2. Engaging content

Effective engagement is best reflected in the content users post on their social media accounts.
In this category, we measured:

- **The average number of mentions per tweet**: By tagging third parties in tweets users can disseminate a message and directly engage with their intended audience.
- **The average number of links per tweet:** Since Twitter is limited to a maximum of 280 characters, adding links to tweets can help direct to related content generated by organisations or third parties.

3. Active engagement

Interactive communication is at the core of the value added of social networks. Reducing social media activity to simply posting content hinders the full potential of the tool. We, therefore, looked into:

- Retweeting: The shared amount, out of all tweets, consisting of retweeting other content
- Replying: The shared amount, out of all tweets, consisting of replying to user comments

4. Effective engagement

In addition to active engagement, we also measured its effectiveness. The active sharing of content created by others and its popularity among online audiences is one way of perceiving the success of its engagement. The following criteria were taken into account:

- The shared amount, out of all tweets, consisting of retweeting the user's content by others
- The proportion of user's tweets which were retweeted by others
- The total number of times the user's tweets were retweeted by others
- The average number of retweets for the user's tweets retweeted by others
- The shared amount, out of all tweets, favourited by other users
- The proportion of the user's tweets favourited by others
- The total number of times the user's tweets were favourited by others
- The average number of favourites for the user's tweets favourited by others

5. **Growth:**

A final indicator tackles the growth of the account over the past year. It relates to:
- The relative growth of Twitter followers compared to the growth in the previous year
- The relative growth of Facebook followers compared to the growth in the previous year

Additional points:
- Having an Instagram account
- Points for organisations that have not won an award in previous years

Winners of the 6th Geneva Engage Awards

Honourable mentions

The results of our data analysis revealed that in 2020, as well as in the previous years, the social media engagement of one actor in each of the given categories outperformed that of other entities in Geneva by a very high margin.

In the IOs category, the World Health Organisation (WHO) not only had the largest follower base on Twitter by far, but its engagement scores were well above those of other international organisations based in Geneva. With a very large followership on Twitter, the World Economic Forum (WEF) had outstanding scores across several indicators in the NGOs category.

The honourable mentions therefore go to the WHO, as well as the WEF, for their outstanding efforts, as well as the sheer quantity and quality of their social media activity.

Top 3 entities in the 'International Organisations' category

Rank	Entity	Points
#1	**The United Nations High Commissioner for Refugees (UNHCR)**	**325**
#2	United Nations Office at Geneva (UNOG)	317
#3	International Air Transport Association (IATA)	266

The United Nations High Commissioner for Refugees (UNHCR)

The UNHCR was, in 2020, one of Geneva's most active international organisations on social networks. Even though it scored relatively low in categories such as 'relative Twitter and Facebook growth' and 'the average number of links per tweet', the UNHCR received the highest score in almost all other categories. It also received the highest scores in terms of Facebook growth.

UNHCR's social media posts are mostly dedicated to challenges faced by refugees and internally displaced persons (IDPs), especially in conflict-affected areas and those triggered by the COVID-19 pandemic. They frequently include animated content, including videos and infographics, on the conditions of refugees, as well as IDP statistics.

Top 3 entities in the 'Non-Governmental Organisations and Non-Profit Organisations' category

Rank	Entity	Points
#1	**The New Humanitarian**	**330**
#2	World Council of Churches (WCC)	314
#3	UN Watch	312

The New Humanitarian (TNH)

As in 2020, in the NGOs category, the Twitter, Facebook and Instagram accounts of The New Humanitarian (TNH) were one of the most popular with 104.228 followers, 46.900 page likes, and 4.842 followers respectively. It had among the highest number of tweets, and demonstrated substantial Twitter growth.

The TNH's social media activities focused primarily on how crises worldwide impact vulnerable groups as well as the possible implications of the Coronavirus on conflict-affected regions.

Top 3 entities in the 'Permanent Representations' category

Rank	Entity	Points
#1	**Delegation of the European Union to the United Nations and other international organisations in Geneva**	**304**
#2	Permanent Mission of the Russian Federation to the United Nations and other international organisations in Geneva	298
#3	Permanent Mission of France to the United Nations and other international organisations in Geneva	288

The Delegation of the European Union to the UN and other international organisations in Geneva

The EU Delegation to the UN in Geneva has achieved the highest score in the vast majority of categories, including the number of Twitter users, the number of tweets, and user mentions which is a remarkable score compared to other permanent missions to Geneva. However, its activities predominantly center around Twitter, given that the EU's scores were relatively modest in categories pertinent to Facebook, namely 'Facebook growth' and 'relative Facebook growth'.

Its social media channels share information about the EU's efforts in the fields of environment and climate change, the health and socio-economic impact of COVID-19, human rights, and security.

About this report

The data analysis was conducted by DiploFoundation's Data Team. The analysis was based on third-party sources; the team, therefore, cannot guarantee the absolute accuracy of the results.

The Geneva Engage Awards consider the online engagement of numerous organisations each year. The annexes below include only the top 10 organisations for each category. If you have any questions regarding this report and/or the inclusion of your organisation, please email us at data@diplomacy.edu for inclusion in the next Awards.

Annex I

International Organisations

Rank	Entity	Points
#1	The United Nations High Commissioner for Refugees (UNHCR)	325
#2	United Nations Office at Geneva (UNOG)	317
#3	International Air Transport Association (IATA)	266
#4	World Meteorological Organisation (WMO)	262
#5	UN Office for the Coordination of Humanitarian Affairs (OCHA)	253
#6	The Joint United Nations Programme on HIV/AIDS (UNAIDS)	251
#7	The Office of the United Nations High Commissioner for Human Rights (OHCHR)	245
#8	World Trade Organisation (WTO)	243
#9	Global Alliance for Vaccines and Immunisation (GAVI)	243
#10	International Organization for Migration (IOM)	239

Annex II

Non-Governmental Organisations and Non-Profit Organisations

Rank	Entity	Points
#1	The New Humanitarian (TNH)	330
#2	World Council of Churches (WCC)	314
#3	UN Watch	312
#4	CIVICUS	302
#5	Global Initiative Against Transnational Organized Crime (Global Initiative)	289
#6	World Organization of the Scout Movement (WOSM)	288
#7	World Heart Federation	264
#8	World Organisation against Torture (OMCT)	260
#9	ACAPS project	252
#10	Geneva Centre for Security Policy (GCSP)	249

Annex III

Permanent Representations

Rank	Entity	Points
#1	Delegation of the European Union to the UN and other international organisations in Geneva	304
#2	Permanent Mission of the Russian Federation to the United Nations and other international organisations in Geneva	298
#3	Permanent Representative of France to the United Nations and other international organisations in Geneva	288
#4	Permanent Mission of Norway to the United Nations and other international organisations in Geneva	267
#5	Permanent Mission of the United Kingdom of Great Britain and Northern Ireland to the United Nations and other international organisations in Geneva	267
#6	Permanent Mission of Pakistan to the United Nations and other international organisations in Geneva	266
#7	Permanent Mission of Spain to the United Nations and other international organisations in Geneva	213
#8	Permanent Mission of Canada to the United Nations and other international organisations in Geneva	205
#9	The United States Mission to the United Nations and other international organisations in Geneva	205
#10	Permanent Mission of India to the United Nations and other international organisations in Geneva	204